

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

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Basic
FILTERS

Keep it Basic
Tastes Good. Costs Less.

20 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



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GCD: B. Dreverly CD: J. Schmidt AD: W. Lai CW: J. Little PSM: A. Kenneough

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